



**FOR IMMEDIATE RELEASE:**  
**2010 RHODE ISLAND**  
**INTERNATIONAL FILM FESTIVAL**  
**MEDIA RELEASE**

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**RHODE ISLAND INTERNATIONAL FILM FESTIVAL GOES  
GREEN WITH NEW PILOT ONLINE FILM  
SUBMISSION PROGRAM**  
**HI-TECH PROGRAM PROVIDES SECURE ONLINE SCREENER SERVICE  
FOR FILMMAKERS**

**PROVIDENCE, RI (10/7/09)** – The **Rhode Island International Film Festival (RIIFF)** is once again on the cutting edge of technology thanks to a new pilot partnership with the online film and screenplay submission service, **Withoutabox (WAB)**. The pilot program was introduced on Tuesday, October 6<sup>th</sup>. Withoutabox is a division of IMDb.com inc., part of the Amazon group of companies.

RIIFF was one of the first partner Festivals when Withoutabox launched its initial "paperless" submission services several years ago. Now, the Rhode Island International Film Festival joins **the Atlanta Film Festival, the Ashland Independent Film Festival, the Slamdance Film Festival, the Gen Art Film Festival, the Athens International Film + Video Festival (Ohio), and the Seattle International Film Festival** in the launch of Secure Online Screeners, a digital format for Withoutabox film submissions. The new service allows filmmakers to upload files up to 2GB.

According to **George T. Marshall, RIIFF Executive Director**, "We could not be more pleased to be part of this program and promote a green alternative to film festival submissions. We are already on the cutting edge with our screenplay competition that focus on electric documents which are adjudicated online."

RIIFF has long embraced new technologies. It was the first Festival in the region to utilize digital projection exhibition in 1999. RIIFF presented the first true High Definition film screening with its Opening Night screening in 2002 of "Honeyboy" a documentary about Mississippi Delta Blues musician, David Honeyboy Edwards. (<http://www.honeyboyfilm.com/>). In 2009, the Festival worked with local software developer **Cronk Software** to create an **iPhone Application**. Using Cronk Software's Rapid Development Framework, the app features festival details, a schedule of films, and film trailers streamed to the user's mobile device.  
(<http://www.cronksoftware.com/apps/>)

"With the new Secure Online Screeners we have a convenient, economical, eco-friendly alternative to the traditional method of mailing in hard-copy DVD screeners. Filmmakers simply upload their film once, in the quality they want it viewed, and choose Secure Online Screener as the Preview format every time it's offered," added **Demetria Carr, RIIFF Managing Director**.

"Last year, RIIFF received over 3,200 submissions from filmmakers worldwide," Marshall noted. "Of these, almost 2,000 came through Withoutabox. In the end, we selected 235 for exhibition. The

rest are destroyed for security and copyright reasons. This new program will not only save on the accumulation of hard copies, but prevent the ultimate waste of resources."

The Withoutabox service is currently free, secure, and self-service. According to Withoutabox, the first Secure Online Screener submission for each film is FREE for a limited time, and then just \$2.95 for each additional submission. For filmmakers this means not having to wait in line at the post office, race to make the day's final pick-up, fill out customs paperwork, or track down lost packages.

#### **ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL**

The mission of the **Rhode Island International Film Festival** is to discover and empower filmmakers. Held in Providence, and at locations throughout the state, RIIFF is one of only 63 film festivals worldwide that is a qualifying event for the Oscars. It is also New England's largest film festival. Its innovative programming, cultivated industry ties, and loyal audiences have made the Festival a strategic and desirable platform for film premieres, drawing hundreds of independent filmmakers from around the globe. The next Festival will take place **August 10-15, 2010**. For more information about the festival, please visit [www.rifilmfest.org](http://www.rifilmfest.org).

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